



FEMA

# Fact Sheet

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## WHAT IS NATIONAL PREPAREDNESS MONTH?

National Preparedness Month (NPM) is sponsored by the *Ready* Campaign in partnership with Citizen Corps and the Advertising Council. NPM is held each September to encourage Americans to take simple steps to prepare for emergencies in their homes, businesses, and communities.

September 2010 is the seventh annual NPM. This year will focus on encouraging Americans to work together to take concrete actions toward emergency preparedness. We are encouraging all Americans to join the readiness team and truly help themselves, their neighbors, and their communities be *Ready*.

- NPM Coalition membership is open to all public and private sector organizations. Groups can register to become an NPM Coalition Member by visiting [ready.gov](http://ready.gov) and clicking on the NPM banner.
- In 2009, nearly 2,700 organizations joined the *Ready* Campaign in promoting the readiness message across the country in homes, schools, businesses, and communities to highlight the importance of individual and community public emergency preparedness throughout September.
- During NPM, Coalition Members share preparedness information with their members, customers, employees, and communities. Members spearhead activities that encourage specific steps for individual, neighborhood, and community preparedness.
- Throughout the year, the *Ready* Campaign promotes individual emergency preparedness. *Ready* is a national public service advertising (PSA) campaign, produced in partnership with The Advertising Council, to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks.
- The Campaign's Web sites ([ready.gov](http://ready.gov) and [listo.gov](http://listo.gov)) and toll-free numbers (1-800-BE-READY, TTY 1-800-462-7585, and 1-888-SE-LISTO) provide Americans with free emergency preparedness information.
- Citizen Corps is FEMA's grassroots strategy to bring together government and community leaders to involve citizens in all-hazards emergency preparedness and resilience. Local Citizen Corps Councils enable collaborative planning between government and civic leaders and provide localized support for: outreach and educational efforts to the public; training and exercises that effectively integrate all sectors of the community; and volunteer programs that augment the full range of emergency response services. For more information about Citizen Corps, visit [www.citizencorps.gov](http://www.citizencorps.gov).

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